

Maryland's WORKFORCE SYSTEM



Benchmarks of Success for Maryland's Workforce System

Communications Committee Charter

Vision

The *Benchmarks of Success for Maryland's Workforce System* will be a framework used by Maryland workforce development system partners to build system effectiveness, support transparency about progress, and help State and local WIOA partners align resources and strategies with its intentions.¹

Mission

The mission of the Communications Committee is to educate stakeholders internal and external to the State's workforce development system on the *Benchmarks for Success* initiative, and facilitate system-wide adoption and implementation of the goals and benchmarks through clear communication.

Committee Goals

- Develop a strategic communications plan to support the successful rollout and effective implementation of the *Benchmarks* initiative that includes:
 - The identification of internal stakeholders in the State's workforce development system as well as external stakeholders who use and benefit from system services;
 - Clear value statements for the *Benchmarks* that are relevant for each of the targeted stakeholder groups;
 - Individualized communication strategies that are designed to be effective in reaching specific target audiences;

- An implementation timeline coordinated with the activities of the other committees that identifies milestones and due dates.
- Provide guidance and oversight for the implementation of the communications plan.
- Develop branding and messaging deliverables.
- Maintain communication with the WIOA Alignment Workgroup.

Meeting Schedule

The Committee will hold regular two-hour meetings on a monthly basis, and may occasionally meet more often, as needed.

Membership and Roles

The Committee will include 12 – 16 members who represent stakeholders from the four core partner organizations identified in the Workforce Innovation and Opportunity Act (WIOA). Membership should include individuals who represent both State and local perspectives.

Susan Kaliush and Natsanet Kibret will chair and co-chair the Committee. Brittney Crisafulli will serve as the Committee Coordinator.

¹ The Vision statement will be formally finalized by the Executive Steering Committee.